

REMARKS

Applicant respectfully requests the Examiner's reconsideration of the present application. No claims have been cancelled. No claims have been amended. No new claims have been added. Therefore, claims 1-10, 12-38, 40-69, 71-81, 83-92 and 99-113 are presented for examination.

Rejections Under 35 U.S.C. §103(a)

Claims 1-4, 6, 7-10, 15, 17-19, 22-25, 28-37, 43-45, 48-55, 62-69, 72-77, 80, 81, 84-89, 92, 99-101, 103, 104, 109 and 113

Claims 1-4, 6, 7-10, 15, 17-19, 22-25, 28-37, 43-45, 48-55, 62-69, 72-77, 80, 81, 84-89, 92, 99-101, 103, 104, 109 and 113 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Holman, U.S. Patent No. 5,287,181 ("Holman") in view of the Web Ad Blockers article ("Web Ad Blockers"). Applicant respectfully submits that the present claims are patentable over the combination of Holman and Web Ad Blockers.

Holman discloses an electronic coupon system having a coupon display mode that shows a logo when coupon information is present in a television signal. The viewer may display the coupon when the logo is shown. While the coupon is being displayed, the viewer may choose to save the coupon for later display. Because the coupon information is embedded in the television signal, the coupon information is only available for initial display while the signal is being received.

Web Ad Blockers discloses two software programs that block advertisements on the World Wide Web. The programs work in conjunction with a web browser to block advertising on a web page. The AdsOff! program can be used to suppress all advertisements, or only suppress advertisements of a certain size. The WebFree program can be used to block types of advertisements, such as banner ads, GIFs, and blinking text.

Applicant's independent claims 1, 30, 50, 69, 81 and 99 recite the limitation of a plurality of selectable coupon modes that determine a time at which coupon information is initially displayed. Holman does not teach or suggest this limitation, as stated by the Examiner. Instead, Holman only initially displays a coupon at one time, i.e. when the

signal in which the coupon information is embedded is being received. Applicant respectfully submits that Web Ad Blockers also does not teach or suggest the missing limitation. Web Ad Blockers is directed to completely blocking advertisements. The few options disclosed are directed to blocking advertisements based on their size (AdsOff!) or type (WebFree), how to deal with removed advertisements, and filter level/strengths. Thus, any advertisement that is not blocked will only be initially displayed at one time, i.e. when the web page in which the advertisement is embedded is being received. Therefore, Web Ad Blockers does not teach or suggest the claimed limitation of a plurality of selectable coupon modes that determine a time at which coupon information is initially displayed. Accordingly, Applicant respectfully submits that independent claims 1, 30, 50, 69, 81 and 99, and claims 2-4, 6, 7-10, 15, 17-19, 22-25, 28-29, 31-37, 43-45, 48-49, 51-55, 62-68, 72-77, 80, 84-89, 92, 100-101, 103, 104, 109 and 113 that depend from them are not rendered obvious by the combination of Holman and Web Ad Blockers under 35 U.S.C. §103(a), and respectfully requests the withdrawal of the rejection of the claims.

Claims 5, 10, 12-14, 16, 26, 27, 38, 41, 42, 46, 47, 56-61, 71, 83, 101, 102, 105-108 and 112

Claims 10, 12-14, 26, 38, 41, 42, 46, 56-60, 105-108 and 112 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Holman in view of Web Ad Blockers and Hendricks, et al., U.S. Patent No. 5,559,549 ("Hendricks"). Claims 27, 47, and 61 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Holman in view of Web Ad Blockers and Bruck, et al., U.S. Patent No. 6,002,394 ("Bruck"). Claims 5, 16, 71, 83, 101 and 102 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Holman in view of Web Ad Blockers and Watts, et al., U.S. Patent No. 6,324,694 ("Watts").

Applicant notes that claim 40 has not been specifically rejected in the pending Office Action and assumes the Examiner intended to reject it under the same rationale as used to reject claim 12 which contains similar elements.

Each of pending dependent claims 5, 10, 12-14, 16, 26, 27, 38, 40, 41, 42, 46, 47, 56-61, 71, 83, 101, 102, 105-108 and 112 depend from one of independent claims 1, 30, 50, 69, 81 or 99. Because the combination of Holman and Web Ad Blockers does not teach or suggest the limitations of Applicant's invention as claimed in independent claims 1, 30, 50, 69, 81 or 99, the other references used to reject the dependent claims under 35 U.S.C. §103(a) must teach or suggest the limitations missing in the combination of Holman and Web Ad Blockers to have a *prima facie* case of obviousness.

However, none of Hendricks, Bruck, nor Watts teach or suggest Applicant's claimed limitation of plurality of selectable coupon modes that determine a time at which coupon information is initially displayed. Therefore, the combinations of 1) Holman, Web Ad Blockers and Hendricks, 2) Holman, Web Ad Blockers and Bruck, and 3) Holman, Web Ad Blockers and Watts, do not teach or suggest each and every limitation of Applicant's invention as claimed in the dependent claims. Accordingly, Applicant respectfully requests the withdrawal of the rejection of claims 5, 10, 12-14, 16, 26, 27, 38, 40, 41, 42, 46, 47, 56-61, 71, 83, 101, 102, 105-108 and 112 under 35 U.S.C. §103(a) over the combinations.

Allowable Subject Matter

Applicant thanks the Examiner for indicating that claims 20, 21, 78, 79, 90, 91, 110 and 111 contain allowable subject matter if rewritten in independent form including all of the limitations of the claims from which they originally depended. Applicant believes that the claims are allowable as they currently stand and therefore has not amended them at this time.

Conclusion

Applicant respectfully submits that in view of the discussion set forth herein, the applicable rejections have been overcome and the pending claims are in condition for allowance.

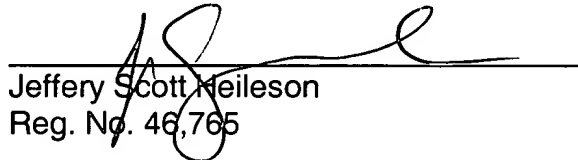
If the Examiner determines the prompt allowance of the claims could be facilitated by a telephone conference, the Examiner is invited to contact Scott Heilesen at (408) 720-8300.

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

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